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a routine for modifying at least one embedded object URL of a web page to include a hostname prepended to a domain name and path;

a set of repeater servers, distinct from the first server, for hosting at least some of the embedded objects of web pages that are normally hosted by the first

5 server;

at least one first level name server that provides a first level domain name service (DNS) resolution; and

at least one second level name server that provides a second level domain name service (DNS) resolution;

10 wherein in response to requests for the web page, generated by the client machines the web page including the modified embedded object URL is served from the first server and the embedded object identified by the modified embedded object URL is served from a given one of the repeater servers as identified by the first level and second level name servers.

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42. The hosting framework as described in claim 41 wherein a given one of the set of repeater servers includes a buddy server for assuming the hosting responsibilities of the given one of the set of repeater servers upon a given failure condition.

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45. The hosting framework as described in claim 41 wherein the first level name server includes a network map for use in directing a request for the embedded object generated by a client.

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48. A method of serving a page supported at a first server, the page comprising a markup language base document having associated therewith a set of embedded objects, each embedded object identified by a URL, the method comprising :

5 rewriting the URL of an embedded object to generate a modified URL, the modified URL including a new hostname prepended to an original hostname, wherein the original hostname is maintained as part of the modified URL for use in retrieving the embedded object whenever a cached copy of the embedded object is not available;

10 in response to a request to serve the page received at the first server, serving the page with the modified URL;

attempting to serve the embedded object from a server other than first server as identified by the new hostname; and

if the cached copy of the embedded object is not available from the server,

15 serving the embedded object from the first server.

49. A method of serving a page and an associated page object, wherein the page is stored on a first server and copies of the page object are stored on a set of servers distinct from the first server, the method comprising :

20 (a) modifying a URL for the page object to include a hostname prepended to a first server-supplied domain name and path;

(b) serving the page from the first server with the modified URL;

(c) responsive to a browser query to resolve the hostname, identifying a given one of the set of servers from which the object may be retrieved; and

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(d) returning to the browser an IP address of the identified server to enable the browser to attempt to retrieve the object from that server.

50. The method as described in claim 49 wherein the copies of the page object are stored on a subset of the set of servers.

51. A content delivery method, comprising:

tagging an embedded object in a page to resolve to a domain other than an origin server domain by prepending given data to an origin server-supplied URL to generate an alternate resource locator (ARL);

serving the page from an origin server with the ARL; and

resolving the ARL to identify a server in the domain; and

serving the embedded object from the identified server.

52. The method as described in claim 49 wherein the step of resolving the ARL comprises:

utilizing a requesting user's location and data identifying then-current Internet traffic conditions to identify the server.

53. A content delivery service, comprising:

replicating a set of page objects across a wide area network of servers managed by a domain other than an origin server domain;

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for a given page normally served from the origin server domain, tagging the embedded objects of the page so that requests for the page objects resolve to the domain instead of the origin server domain;

responsive to a request for the given page received at the origin server

5   domain, serving the given page from the origin server domain; and

serving at least one embedded object of the given page from a given server in the domain instead of from the origin server domain.

54. The content delivery method as described in claim 51 wherein the serving step comprises:

for each embedded object, identifying one or more servers from which the embedded object may be retrieved.

55. The method as described in claim 54 wherein the identifying step comprises:

15   resolving a request to the domain as a function of a requesting user's location.

56. The method as described in claim 55 wherein the identifying step

20   comprises:

resolving a request to the domain as a function of a requesting user's location and then-current Internet traffic conditions.

57. A method for Internet content delivery, comprising:

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at a first server, modifying at least one embedded object URL of a page to include a hostname prepended to a domain name and a path normally used to retrieve the embedded object;

responsive to a request for the page issued from a client machine, serving the

5   page with the modified embedded object URL to the client machine from the first server;

responsive to a request for the embedded object, resolving the hostname to an IP address of a server other than the first server, that is likely to host the embedded object; and

10   attempting to serve the embedded object to the client from the server.

58. The method as described in claim 57 wherein the page is formatted according to a markup language.

15   59. The method as described in claim 57 further including the step of rewriting the embedded object URL as the modifies the page.

60. The method as described in claim 57 wherein the step of resolving the hostname includes:

20   identifying a subset of servers that may be available to serve the embedded object based on a location of the client machine and current Internet traffic conditions; and

identifying the server from the subset of servers.

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